Why Databricks runs

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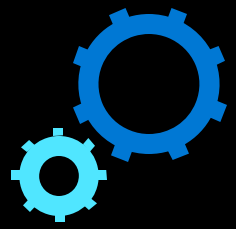
Octob

Accelerate time to value by migrating Big Data workloads to Azure Databricks

Chapter 1:

Be first to value with Azure Databricks



Chapter 2:

Integrate seamlessly into the Azure ecosystem

Chapter 3:

Collaborate securely and access your data anywhere

Speakers:

Arindam Chatterjee
Principal Group Product Manager, Microsoft

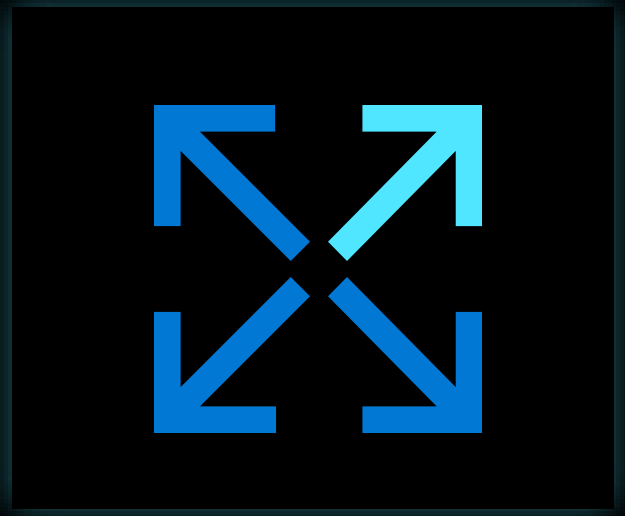
Premal Shah
Principal Program Manager, Microsoft

Chapter 1

Be first to value with Azure Databricks

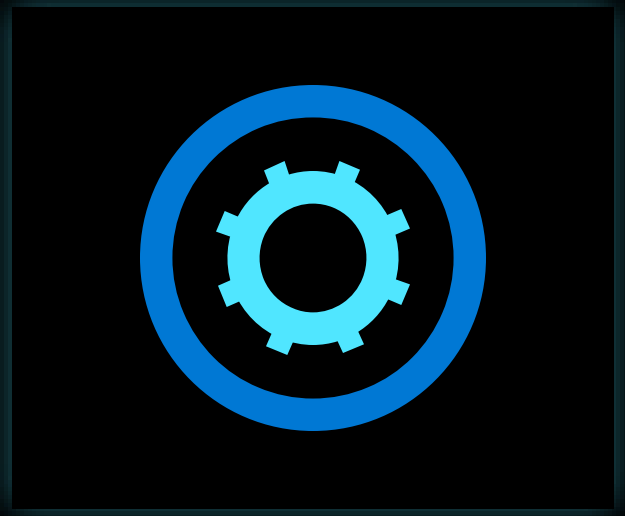
Arindam Chatterjee
Principal Group Product Manager,
Microsoft

Big data workloads need robust support



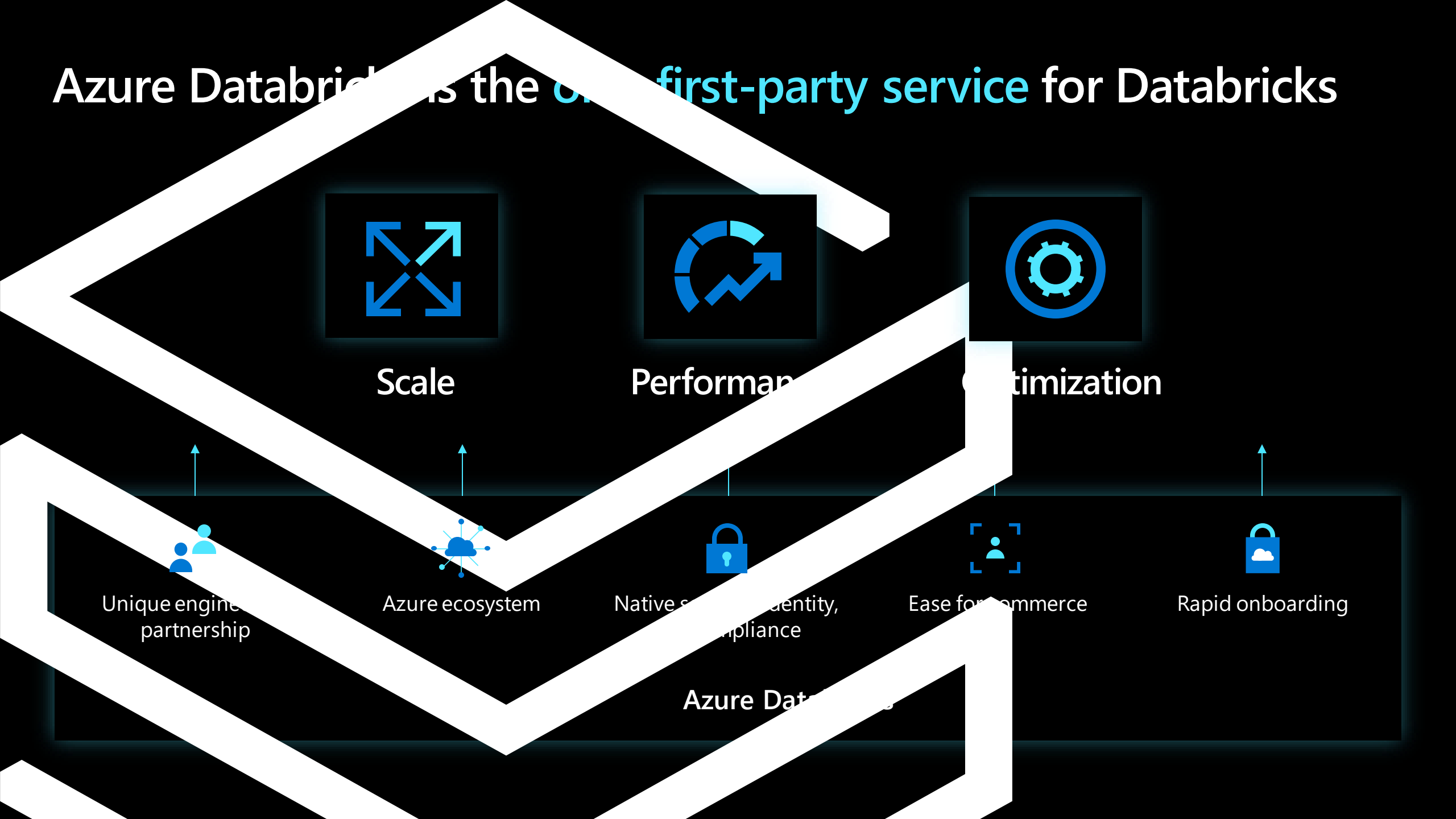
Scale

Performance



Optimization

Azure Databricks is the only first-party service for Databricks



Microsoft and Databricks engineering teams are aligned to accelerate customer success

- Strong joint engineering partnership
- Streamlined product optimization
- Consistently integrated experience for customers
- Azure is the first to get the latest and greatest features

Unique engineering partnership

Customer Story – LMK Group

Challenge

- Build an experimental, predictive food ordering and delivery system that **reduces food waste to 1%** (15-20% is normal in a typical grocery)
- Develop **a robust, experimental model that intakes data** from past orders, upcoming orders, and growth forecasts
- **Translate data into meaningful predictions** for produce growers so they can plan planting schedules that minimize food waste

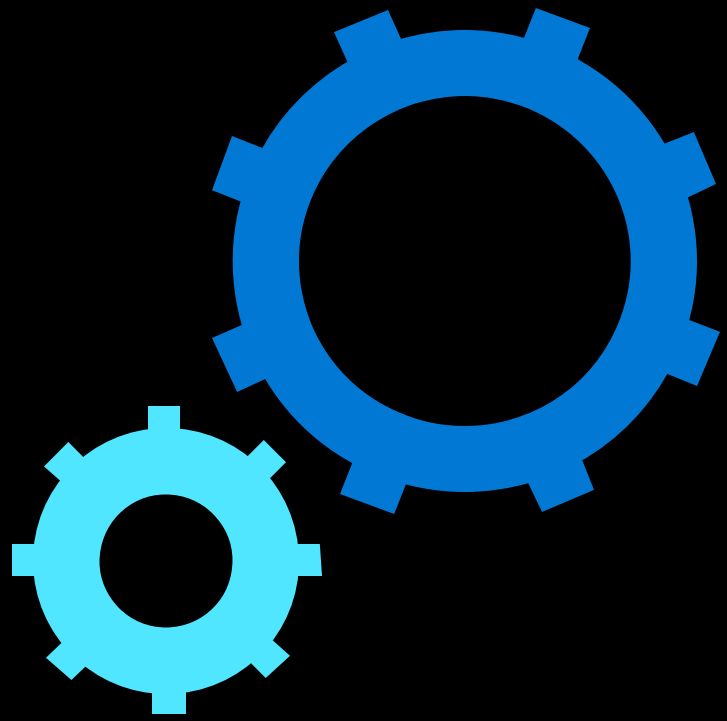
When a merger doubled the company's size, **its existing cloud infrastructure no longer sufficed**, so LMK Group moved to Azure

Solution

- **Azure Databricks was chosen as the model training entity** because it offers the ability to **serve once-a-night model scorings** and live scorings for future models
- LMK Group built a complete stack with the model hosted and run on Azure Databricks, while APIs trigger and harvest results

Chapter 2

Integrate seamlessly into the Azure ecosystem



Premal Shah
Principal Program Manager,
Microsoft

Backed by Azu

Utilize all Azur to offer:

Azure D ks is a first party service on Azure.

- with other clouds, it is not an Azure Marketplace a 3rd party hosted service.

atabricks is integrated seamlessly with Azure services:

- Azure Portal
- Azure Storage Services
- Azure Active Directory
- Azure Synapse Analytics and Azure Cosmos DB
- Apache Kafka for HDInsight
- Azure Billing
- Azure Power BI connector

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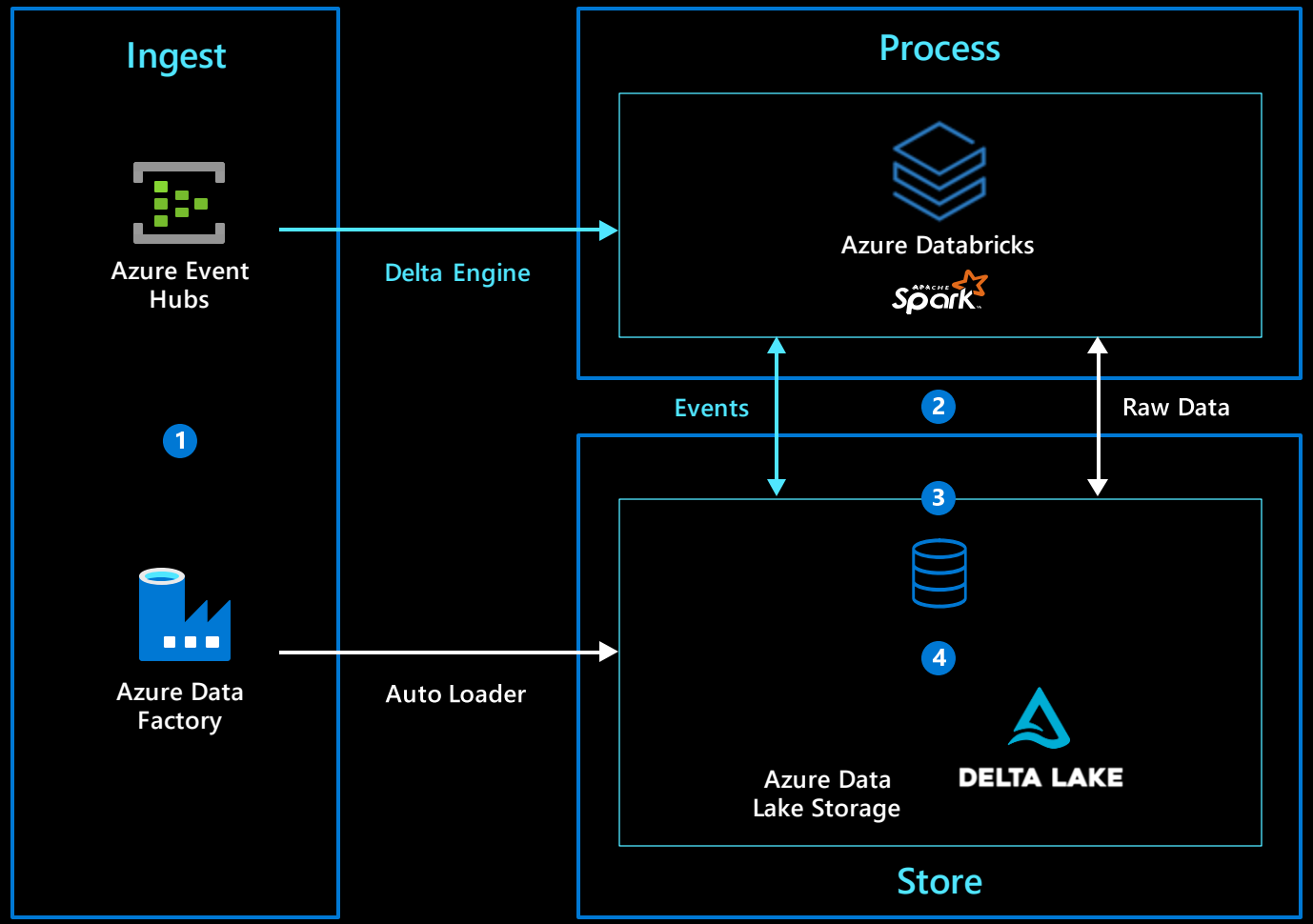
Azure ecosystem

End-to-end modern data architecture on Azure



Azure ecosystem

Demo

Chapter 3

Collaborate securely and access your data anywhere

Arindam Chatterjee
Principal Group Product Manager,
Microsoft

Challenges of Securing Data and AI Projects

Fragmented security

Poor reli

governance

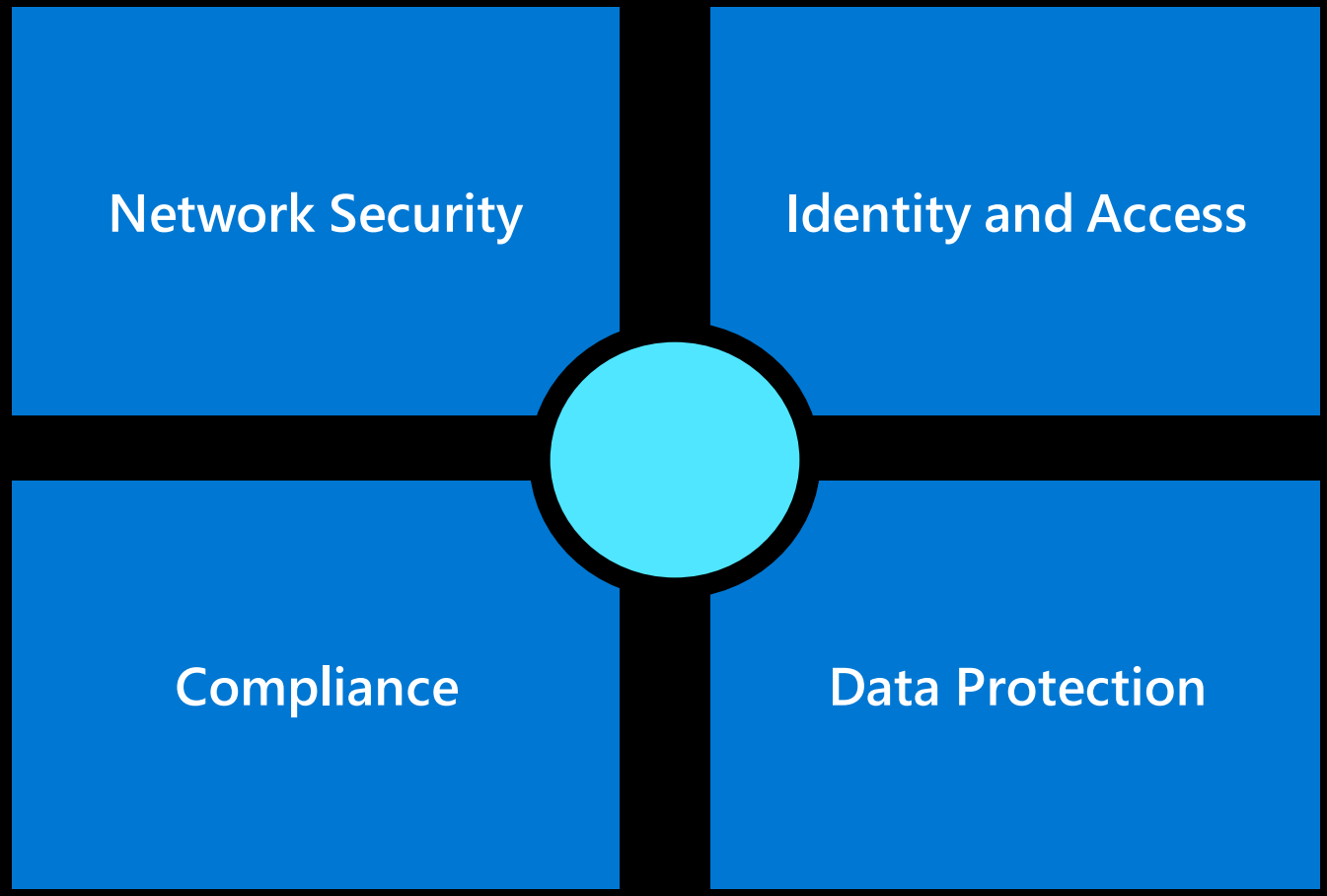
According to enterprise executives and data experts, the biggest barrier to effective use of data and analytics is a perceived lack of security.

Enterprises want:

- Simple identity workflows
- Guaranteed customer-controlled data protection
- Network customization
- Trusted compliance certifications

Private, secure, encrypted with compute in your network

Plug into your identity system for seamless control



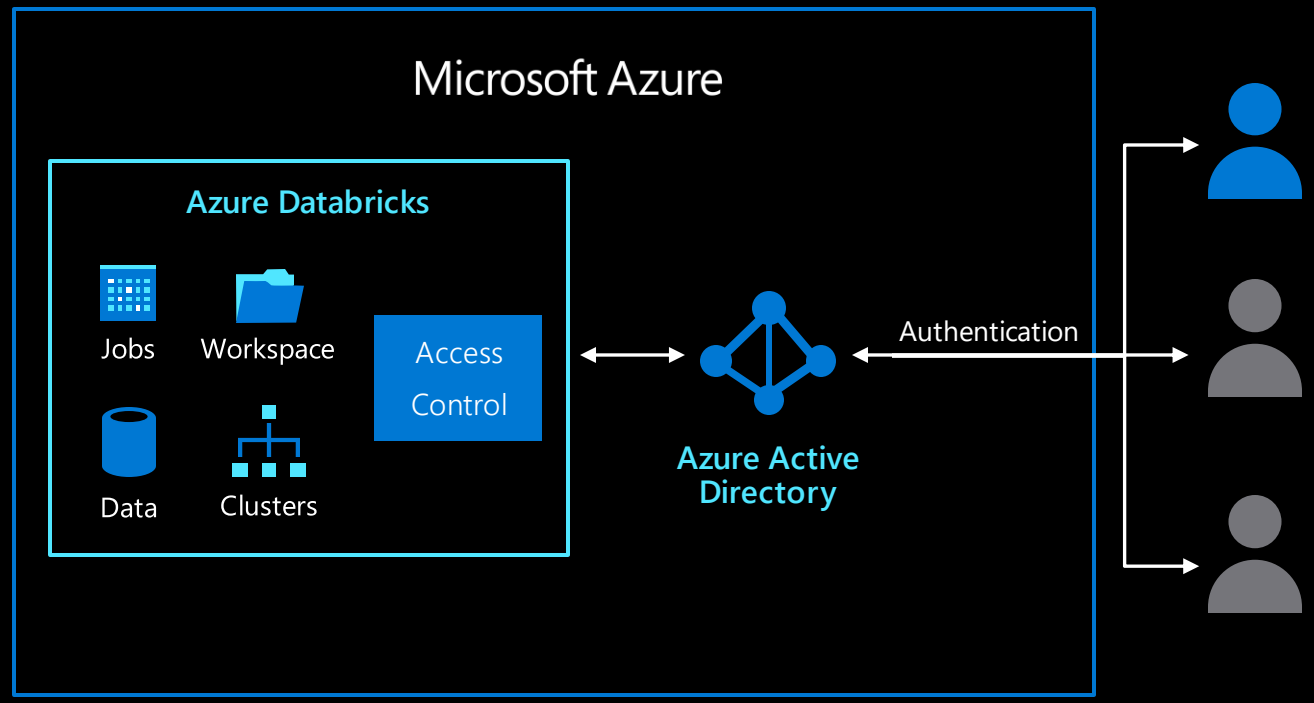
Battle tested for compliance and other sensitive data policies

Extend identity all the way down to the data natively

Azure Databricks integration with AAD

Azure Databricks is integrated with AAD—so Azure Databricks users are just regular AAD users

- No need to define users and their access control separately.
- AAD users authenticate directly into Azure Databricks for user-based access control.
- Databricks integration with AAD enables single sign on (SSO), and unified authentication.



Secure collaboration

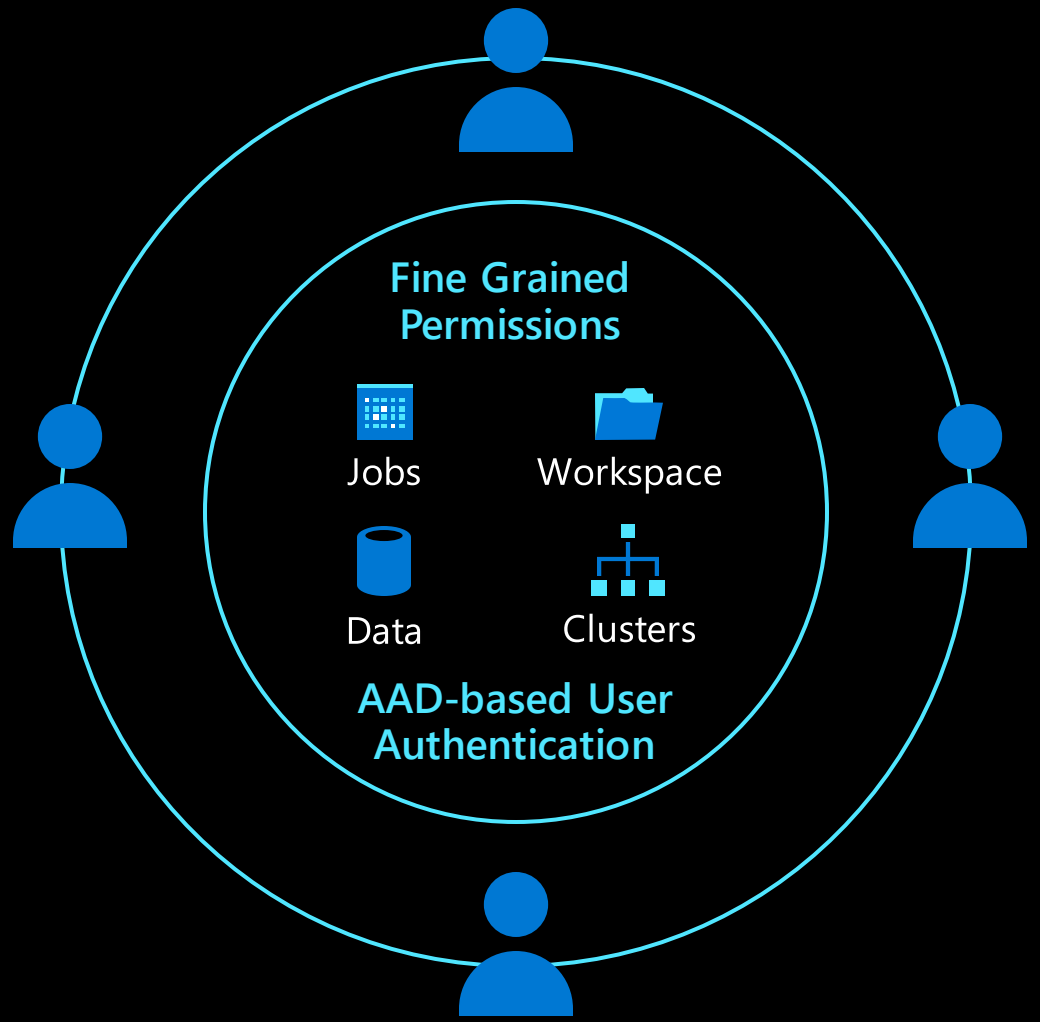
Azure Databricks enables secure collaboration between colleagues

- With Azure Databricks, colleagues can securely share key artifacts such as Clusters, Notebooks, Jobs and Workspaces
- Secure collaboration is enabled through a combination of:

Fine grained permissions: Defines who can do what on which artifacts (access control)

+

AAD-based authentication: Ensures that users are who they claim to be

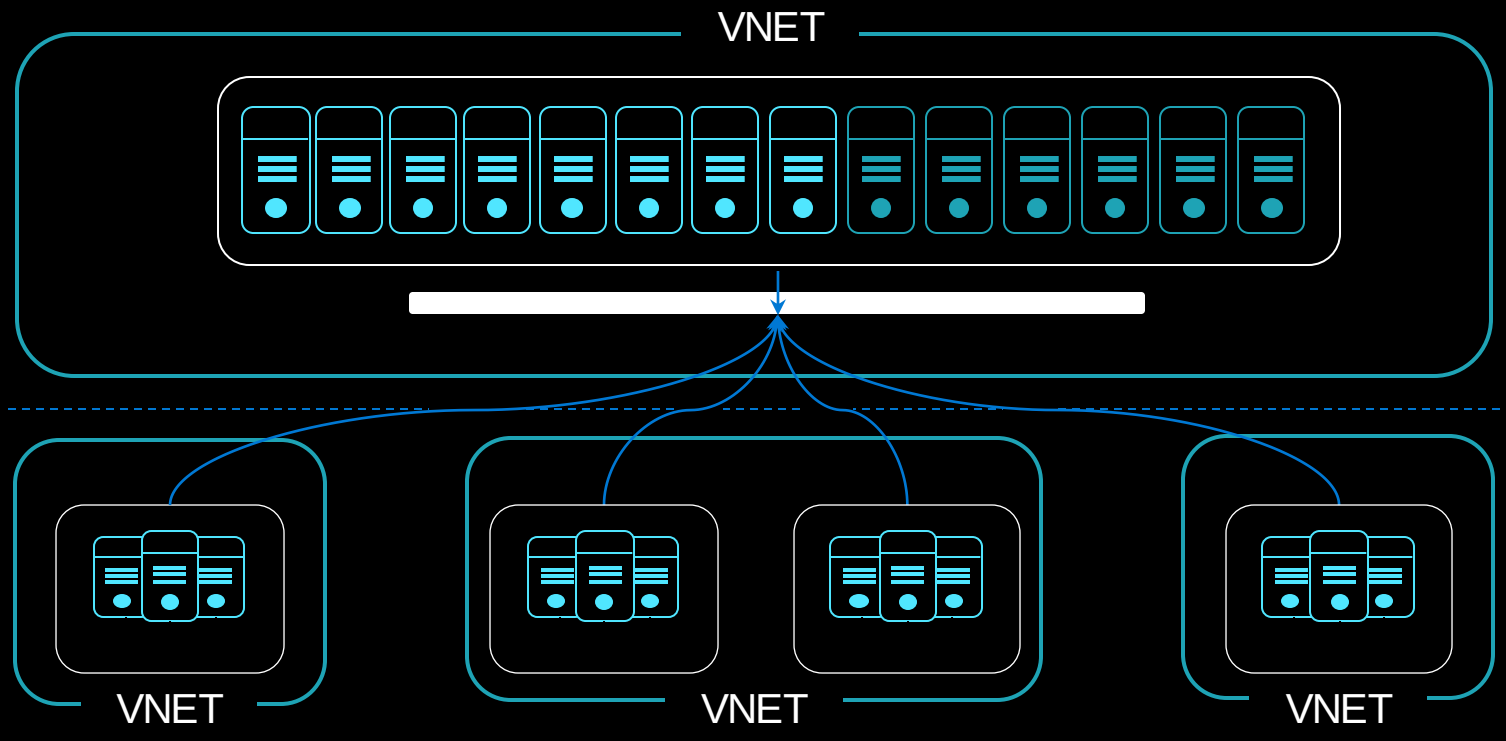


...ified Analytics on Azure Databricks

Azure Databricks Control Plane

Encrypted communications

Data plane in enterprise managed VNets



Control plane designed to scale beyond enterprise needs

The data plane runs in enterprise governed infrastructure

Data always stays in enterprise data sources, no transfer of data needed

Summary

- Secure by design
- Azure Databricks has you covered
  - Network Security
  - Identity and Access
  - Data Protection
  - Compliance

Customers using Azure Databricks experience continual ROI throughout the journey

Up to 417% ROI over 3 years

▲ $9.9M
Incremental profit with improved ML models

▲ 5%
Increased revenue through faster data science outcomes

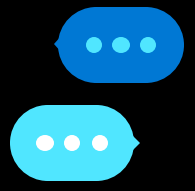
▲ 25%
Faster time to market with improved data productivity

** Forrester, April 2020, "The Total Economic Impact™ Of The Databricks Unified Data Analytics Platform"*

Next steps

Learn more about Azure Databricks:
aka.ms/Learn-Azure-Databricks

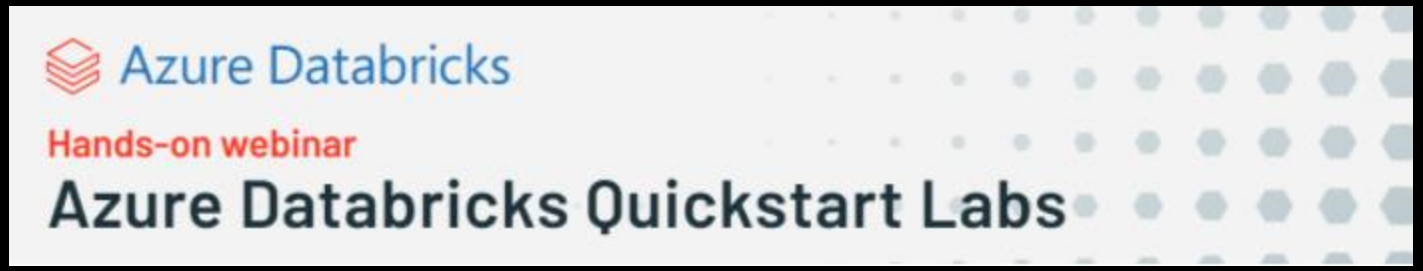
Get started with Azure Databricks now:
aka.ms/ADB-free-trial



Send feedback here:
aka.ms/ADB-feedback

Join Azure Databricks Quickstart Hands-on Lab

Master the fundamentals of Azure Databricks with hands-on learning



- An overview of Azure Databricks
- How to process and analyze your data with Azure Databricks
- How to use the Azure Databricks workspace, notebooks, and cluster management
- Tips and tricks for cost savings and efficiency

Visit: aka.ms/ADB-events

Microsoft Azure

Thank you for joining us.

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